

Service To Grocers

Continued and increasing business proves appreciation of the service we are rendering the retailers in our territory.

We are now handling all standard goods at margins that are a surprise to other dealers. Our stock is fresh and up-to-the minute. Prompt shipment, accurate consignments and fair treatment, our motto.

The Atlantic Grocery Co.

Palatka, Florida

Central Longitudinal Line of the United States Runs Through State of Kansas

Discussing the frequently used term "middle West," an American writer remarks that the territory so designated might more reasonably be called the "middle East." The central longitudinal line of the United States passes through Kansas not far from Topeka. On one side of the line, geographically speaking, lies the true West; on the other the true East, and the eastern side includes what is ordinarily called the "middle West," whereas the geographical "middle West" would cover the region of the Rocky mountains. The expression originated on the eastern seaboard, just when or how it would perhaps be difficult to discover, and seems in the beginning to have been a patronizing phrase indicating that, compared with the older cultural condition of the states bordering the Atlantic, the newer states toward the west were well-meaning but somewhat backward, although nothing like so lacking in the amenities as those younger states which were growing up still nearer the sunset. The idea has vanished with the development of the nation, and the term remains as a convenient but rather indefinite way of referring to what many people think is really a geographical division of the country.

SOME POSTSCRIPTS

In one region of government forest land in Argentina it is estimated that there are at least 1,000,000 pine trees large enough for profitable lumbering.

An Illinois inventor has patented hangers for barn or other doors that are suspended from tracks that can be adjusted to work properly when a door warps.

To save automobile tires when a car is standing in a garage a jack has been invented that automatically lifts the car clear of the floor when run over it.

The Siamese musical scale is an equal division of the octave into seven parts and music never is written, but learned by ear and handed down traditionally.

No Fleas on Monkeys.

Perhaps the most surprising information gathered with respect to fleas is that monkeys have no fleas. This is an assertion that is commonly received with astonishment and incredulity, but, says Howard Russell, the foremost authority on fleas, healthy wild monkeys are much too clean and active to harbor fleas, and when they are seen searching one another's fur in a fashion familiar to all of us it is only to clear their skin of any particles of scurf and dirt.

It may be mentioned, too, that only one instance is on record where a flea was found on a reptile. This was on a brown snake which was captured near Perth, in West Australia, and which was probably derived from some small mammal devoured by the snake. The flea was firmly fixed between the scaly plates of the reptile.

The history of the flea would seem to go back many centuries, but the only fossil remains of a flea that have so far been found is a single insect in a bit of Baltic amber. The flea is admirably preserved by its semi-transparent surroundings.

NOTICE OF APPLICATION FOR PARDON.

NOTICE is hereby given that the undersigned Chester Staton, convicted of murder at the Fall Term of the Circuit Court, in Putnam County, Florida viz: the 15th day of October 1911, and sentenced to life imprisonment, will apply to the Honorable Board of Pardons at Tallahassee, Florida at its next regular meeting held after the expiration of this notice, for a conditional pardon.

CHESTER STATON.

11-15-10t

A REAL FARM FOR HOGS OR DAIRYING.

120 acres; 80 under hog proof fence and cross fences; 50 under cultivation; flowing well; good five room house and big barn, together with outhouses. In heart of famous East Palatka-Hastings potato belt; 3 miles from East Palatka on brick highway. Ideally situated for livestock, dairying or general farming. Rich, black potato soil. Price \$10,000. Terms. Fred T. Merrill, Palatka, Fla.

READ TODAY'S NEWS TODAY IN THE NEWS

The warm welcome accorded the Palatka Daily News has been most encouraging to the publishers. It is proof positive that the American people are demanding more speed, even in getting the world's news. We print it the day it happens. The afternoon paper is steadily gaining in public favor. It is distinctly the home paper everywhere.

World's Greatest Afternoon Service

The Palatka Daily News carries the United Press afternoon service. This organization serves more afternoon papers than any two news associations in the country. It is crisp, interesting and reliable. It speaks for itself as it is presented daily in the columns of the Daily News. This service will be increased in number of words as soon as additional facilities for handling it are received.

Why We Chose The Afternoon Field

The publishers chose to enter the afternoon field, in preference to the morning field for reasons that are so obvious that there was no occasion for hesitancy. If experience had proven that the morning fields is the most desirable in cities the size of Palatka present conditions here would not have decided the publishers not to enter that field. But the afternoon field is the field for the advertiser and the reader—locally.

In the United States there are two afternoon papers for every morning paper. In Florida there are nineteen afternoon papers and eleven morning papers. In no city is there a morning paper where there isn't an afternoon paper—except Palatka.

These figures prove that the demand of advertisers is that their store news shall be circulated on the day it is printed and on the day that current news happenings are chronicled. In large centers of population the morning papers depends, to a large extent, on its general circulation outside the local field.

Seventy-five per cent of the advertising for local readers in New York and Chicago is carried by the afternoon papers.

The afternoon paper goes into the home before supper, just when the housewife is finishing her day's work and when the husband has come home from his labors. From it is mapped out tomorrow's purchases, as there is no time in the morning for wife or husband to look over the morning paper until after the first rush of activity incident to the starting of the day.

This is the age of speed and people want the news the day it happens. That's why the publishers chose to enter the afternoon field.

A Paper For All Of The People

THE DAILY NEWS will be published in the interest of all of the people of Palatka and Putnam County first. Our editorial aims and purposes will be found on the editorial page. The paper will be all home print and will issue every day in the week except Sunday. It will be delivered in the city by carrier and in the county and elsewhere by mail at the following rates:

Per week	-	15c
Per month	-	50c
Three months	-	\$1.50
Six months	-	2.50
One year	-	5.00

If you wish to be a subscriber to THE PALATKA DAILY NEWS fill out the attached coupon and send or mail to

The Palatka News
Palatka,
Florida

(COUPON)

THE PALATKA NEWS,
Palatka, Fla.

Gentlemen:

Enclosed please find \$..... for which please send me THE PALATKA DAILY NEWS to the below address for months.

Very truly,

Name.....
Street.....
City..... State.....



THE Great War demonstrated something we shall never forget—the dollars-and-cents value of "fun." It was music and vaudeville and clean fun of every kind which gave our boys in France the "pep" that made them unbeatable. We will put the same "pep" into you.

FLORIDA STATE FAIR
Jacksonville, Fla.
NOVEMBER 22-29